Partnership for Prosperity

1997 - 1998 Business Plan
Canada/Prince Edward Island
Labour Market Development Agreement

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INTRODUCTION

Employment, in addition to its fundamental task of providing wages and salaries to the economic well being of individuals, plays a key role in stimulating development and wealth within an economy. Some individuals would argue that employment is the foundation of a "healthy" populace and that unemployment is the root of many of the problems facing society today, including addictions, crime and the breakdown of the family unit.

It is clear that employment is a key ingredient in the development of a viable and vibrant PEI economy. Employment provides earned income to individuals in the PEI economy which in turn provide for a possible increase in the standard of living of individuals and his or her dependents. Employment is essential to the economic and social well-being of individuals and families across the province and the nation.

The way business operates is changing and therefore the type of employment is also changing. the advancement and adoption of technology by industries are factors causing a shift in historical employment trends. The shift from goods producing industries to the service industries is causing adjustments in the labour force.

According to the Conference Board of Canada the PEI economy grew by 2.6% in 1996. This compares to a national growth of 1.5%. The PEI economy in 1994 and 1995 registered the highest growth rate in Canada. This recent performance was fueled by the $840 million Confederation Bridge construction project. However the PEI economy has traditionally relied on our primary industries.

The agriculture industry over the past few years has experienced one of its most difficult periods in history. New technology on farms has made an increase in production possible while at the same time led to declining employment. The fishing sector has had areas of strong performance but has also been affected by the adverse conditions of the Atlantic fishery.

The tourism industry has grown and employs over 10,000 employees annually contributing more than $120 million to the Island's economy. It is anticipated to continue to grow due in part to the completion of the Confederation Bridge.

Challenges faced by the provincial economy include the changes occurring relating to the shift from manufacturing to knowledge based industries, and the high unemployment rates and dependence on social programming.

The way in which governments operate is also changing. Fiscal restraint and deficit reduction are driving change. Government itself must learn to work smarter. The goal of government is to implement change toward a strategic direction for the development of jobs and wealth for Islanders. It is clear is that all levels of government including local communities must cooperate in the creation of a development strategy that creates

employment in a sustainable manner. Such a partnership will build a stronger labour market in PEI.

The Canada/Prince Edward Island Labour Market Development Agreement, signed April 26, 1997, sets out a new framework for the design and management of programs and services for the unemployed in PEI. This flexible made in PEI agreement utilizes a partnership model in which Canada and Prince Edward Island will play equal roles in the management of the active measures and services identified in the Employment Insurance Act and the agreement. In accordance with the agreement the Government of Canada will retain full financial and delivery responsibility for EI related benefits, measures and services through the five existing Human Resource Centres located in O'Leary, Summerside, Charlottetown, Montague and Souris.

During the initial year of the agreement 1997 - 1998, the funding allocation is $17,787,000 for active employment measures funded under Part II of the EI Act and $5,200,000 allocated for Part I income support. It is recognized that the first year of the agreement is a transition year and strategically contributing to the priorities of this plan may be more difficult.

It is important to recognize that representatives of the private sector and various stakeholder organizations were consulted during the process of creating this business plan. Their cooperation and information were essential and have influenced greatly this strategic direction. A plan of action has been created to address the concerns of stakeholders to ensure effective wealth and job creation.

BUSINESS PLAN OBJECTIVES

The Canada/Prince Edward Island Labour Market Development Agreement requires the development of a joint business plan that matches employment benefits and support measures with the province's economic development priorities. Specifically this business plan;

- identifies the available employment benefits and support measures
- indicates proposed funding allocations
- highlights strategic priorities and planned interventions
- develops an implementation strategy for local delivery
- includes stakeholder input in the creation of strategies

The business plan represents initial efforts to fully reflect the following principles:

a) harmonization on employment initiatives to ensure that there is no unnecessary overlap and duplication;

b) labour market programming should provide flexible and innovative approaches

to labour market and community needs which recognize the strong links between economic and labour market development policies;

c) reduction of dependency on unemployment benefits by helping individuals obtain or keep employment;

d) cooperation and partnership with other governments, employers, community based organizations and other interested organizations;

e) flexibility to allow significant decisions about implementation to be mad e at the local level;

f) availability of assistance under the benefits and measures in either official language where there is sufficient demand for assistance in that language;

g) commitment by persons receiving assistance under the benefits and measures to:

- achieving the goals of assistance;
- taking primary responsibility for identifying their employment needs and locating services necessary to allow them to meet those needs;
- if appropriate, sharing the cost of the assistance; and

h) implementation of the benefits and measures within a well-defined framework of accountability for evaluating their success in assisting persons to obtain or keep employment;

I) to be cognizant of the desire of the federal and provincial parties to foster and promote the development of the knowledge based economy as outlined in the Knowledge Economy Partnership Memorandum of Understanding signed February 5, 1997, to promote the human resources development component of this initiative.

These objectives and principles will assist greatly the transition to a co-managed environment outlining priorities, process and the expectations for results.

EMPLOYMENT BENEFITS AND SUPPORT MEASURES

The EI Act provides for a range of active employment benefits and support measures to assist unemployed Canadians return to employment.

To be eligible to receive assistance under an Employment Benefit, clients must be unemployed and:

- an active EI claimant, or
- have had a benefit period that ended within the previous 36 months, or
- had a benefit period established for him/her within the previous 60 months and

  (i) was paid parental or maternity benefits under the EI Act or the former UI Act

  (ii) subsequently withdrew from the labour force to care for one or more of their new-born children or one or more children placed with them for the purpose of adoption, and

  (iii) is seeking to re-enter the labour force.

The six employment benefits (described in Annex 2) are:

1) Targeted Wage Subsidies
2) Targeted Earnings Supplement
3) Self Employment
4) Job Creation Partnerships
5) Skills, Loans and Grants
6) Purchase of Training (Sunset clause June 30, 1999)

The three employment support measures are:

1) Employment Assistance Services
2) Local Labour Market Partnerships
3) Research and Innovation

The Skills, Loans and Grants Benefit is currently under development. HRDC will support EI clients in need of financial assistance to take training that will result in their getting jobs. Individuals will select training from offerings available through public and/or private training providers. HRDC will no longer purchase training directly from providers for either individuals or groups.

The changes in EI legislation has introduced a shift in focus from "training" to "job creation." Between 1996 and 1999 the federal government will withdraw from the purchase of labour market training. Training purchases for 1997-98 will not exceed the agreed upon ceiling.

These benefits and support measures focus on achieving results; to get as many people working as possible and to save money from the EI account. A balanced portfolio approach is necessary to achieve employment goals resulting in short and medium term savings. The challenge in the coming year will be to strategically target clients

who can most readily integrate into the ranks of the employed meeting the needs of the labour market.

ACCOUNTABILITY OBJECTIVES

The agreement outlines the following targets for results for 1997-98:

- 4421 active EI claimants served by the benefits and support measures
- 1800 EI clients returned to work
- $7,800,000 savings to the EI account in unpaid benefits

PRIORITIES/ACTION PLAN

Job creation can only result when labour supply and demand are closely linked in a strategic manner. The Agreement recognizes the interrelationship between labour market development and economic development. As a result of this approach and subsequent deliberations the strategic priorities for 1997-98 will be focused on the priority sectors for development as set out in the province's economic development strategy.

The PEI Ministry of Economic Development and Tourism has identified four areas as having the potential to generate significant employment and subsequently to provide savings to the EI account. They are:

- aerospace
- information technology
- tourism
- small business

In addition to these, this plan also identifies primary resource industries as a sector wherein there has been ongoing commitment.

These five sectors will be the focus of the Agreement's activities. Each will be further outlined with information obtained from stakeholder consultations. Specific action plans will also be noted for this fiscal year. However, this is a transition year and it must be recognized that a significant portion of funding has been allocated to previous commitments, many which represent the priorities. Managing the expectations of the partners as well as the clients and employers will continue to be a challenge.

Further consultations will begin in October ensuring that all stakeholders have the opportunity to provide input into the strategic expenditure of funds for the 1998-99 budget year.

AEROSPACE

The PEI aerospace industry has grown from non-existence five years ago to one that employs 330 Islanders full-time with an annual payroll of $9.8 million and exporting approximately $100 million in goods. The aerospace industry is currently in a strong growth period with increases in production and new hires. Aerospace is already PEI's fourth largest industry and a key economic driver within the PEI economy.

The current ability of aerospace firms to expand their operations is constrained by the lack of a skilled workforce. There is a need for more training and a broader range of training to meet the needs of these businesses. Currently it is estimated that there will be a need for an additional 250 skilled workers over the next two years.

Strengths to Build On:

1) Slemon Park, the focal location for aerospace, has considerable space for expansion of the industry

2) There is an existing provincial government strategy to expand the industry through use of space at Slemon Park, assisting existing tenants with business/expansion
plans, and increasing the cluster of aerospace firms located at Slemon Park

3) The location of the Aviation Training Institute at Slemon Park provides an aerospace training course for gas turbine technicians.

4) Existing aerospace firms have been competitive globally.

5) These firms prefer to employ skilled local workers due their willingness to work and their stability/commitment to the company.

6) Existing firms have a strong commitment to in-house training and staff development.

Action Plan:

- Support EI client participation in the following aerospace training programs on PEI including, Air Frames, Electronics, Electro-mechanical and Gas Turbine.

- Encourage the development of an interim modular training program to prepare a skilled labour force for the immediate needs of the aerospace industry.

- Support EI clients with Targeted Wage Subsidy to be hired in incremental positions.
- Expand partnerships between training providers and industry to ensure that the training strategy fulfills industry's requirements.

- Review the screening and approval process to ensure that the best possible candidates are selected for training.

INFORMATION AND COMMUNICATIONS TECHNOLOGY

The information and communications technology sector is small but is experiencing tremendous growth. Rapidly changing technology requires new core skills and continuous skills upgrading. This sector requires a broad range of skill sets ranging from computer literacy skills in call centres to software code cutters and integrated computer telephony. There is a shortage of skilled workers to do the work. The

creation of over 500 call centre jobs in the past 18 months requires a slow down in call center recruitment until the labour force effectively responds.

Strengths to Build On:

1) Sector identified as one for strategic development by the province.

2) Existing companies prefer to employ skilled Islanders because of their willingness to work and commitment to the employing company.

3) Strong commitment to in-house training and staff development.

4) Extensive involvement by government, communities and the private sector (as outlined in Annex 4.)

Action Plan:

- Support EI client participation in information technology /communication training.

- Support EI clients with Targeted Wage Subsidy in filling incremental positions.

- Establish an advisory committee of employers, trainers and government to ensure training is updated and reflects the needs of industry.

TOURISM

The tourism industry is PEI's second largest industry employing more than 10,000 Islanders and contributing $120 million to the Island economy. The seasonal nature of the tourism industry continues to be a concern and it is a challenge to find ways to develop the shoulder season. Tourism is currently the fastest growing industry in the world.

The industry's objective is to improve the productivity, stability and competence of the tourism industry's labour force. The industry hopes to meet this objective through, attracting qualified new entrants to the industry, providing certified training to existing and new employees, and promoting the industry as a career opportunity.

Strengths to Build On:

1) Extensive tourism infrastructure including national & provincial parks, golf courses, accommodations, food and beverage services and amusement facilities.

2) Atlantic Tourism and Hospitality Institute - a vital link to the industry.

3) PEI's position as Canada's Birthplace.

4) Anne of Green Gables is an internationally recognized character providing valuable exposure for the province.

5) Confederation Centre of the Arts - a national cultural centre staging productions that rival the finest in the world.

6) Sports destination - attractive destination for sports events.

7) Confederation Bridge - a major tourism attraction in itself.

Action Plan:

- Fund tourism training across the Island specifically to upgrade the skills of unemployed seasonal employees.

- Research the possibility of expanding the tourism season. Extending the work weeks of existing staff and the hiring of others would be direct benefits.

SMALL BUSINESS

Small business is the backbone of the PEI economy. Business accounts for 73% of the provincial GDP. The public sector accounts for the remainder. Even with continued government downsizing the GDP continues to grow bolstered by the increased output of the small business sector. On PEI 75% of small business employ less than five people and close to 90% employ fewer than twenty.

Due to the province's limited population base companies who want to grow must export to be successful and sustainable in the long-term. They must look to national and global markets. Also to be competitive there is a requirement for a skilled workforce. Training dollars for employed workers is difficult to access however ongoing skills upgrading is a requirement in today's competitive environment.

Strengths to Build On:

1) There is a high success rate and level of entrepreneurship on PEI relative to the the rest of Atlantic Canada.

2) The provincial government has targeted small business and diversified manufacturing as one of its four areas for job and wealth creation.

3) The province has inherent strengths in agriculture, fishing, manufacturing and food processing which can be built upon.

Action Plan:

- Develop a pilot project to integrate federal and provincial support to small business.

- Encourage cross training of graduates in business, entrepreneurship and computer technology to better prepare them for business ownership.

- Support EI claimants with the Self Employment Benefit or Targeted Wage Subsidy.

PRIMARY INDUSTRIES

Prince Edward Island is rich in agriculture and fishing resources. Agriculture is the province's leading industry. When combined agriculture, fishing and forestry make up 11.9% of the employed on PEI.

Strengths to Build On:

1) Farm sales contribute in excess of $311 million to the Island economy with over 4000 people employed in the industry

2) The fishing and aquaculture industries account for an annual landed value in excess of $100 million with its total contribution to the Island economy being $300 million with seasonal and year round employment of 9000

3) The lobster fishery is stable; the shellfish industry is expanding

4) Modern processing facilities, a proven track record in international marketing and excellent support services through the Atlantic Veterinary College, the Food Technology Centre and Holland College, greatly facilitate growth in this industry

5) The forestry industry accounts for less than 1% of employment

Action Plan:

- Support EI eligible clients through the Winter School of Agriculture
- Research a skills assessment process in partnership with Holland College
- Examine the literacy needs within primary industries
- Develop an occupation analysis for an agriculture technician
- Support EI clients with Targeted Wage Subsidy in filling incremental positions
- Provide assistance for the extension of the processing season

CRITICAL ISSUES

Adult Literacy/Education

In Prince Edward Island low literacy skills are a complex problem. Currently 40% of the adult population can read only simple material and 17% of these cannot read at all. The economic and social costs associated with a poorly educated and trained workforce are severe. Low literacy and low education levels drastically affect the outcomes of the activities covered by the Labour Market Development Agreement. Specifically, a poorly educated workforce:

- restricts business' ability to train employees, to make use of new or advanced skills, to introduce new technology and to remain competitive
- restricts the province's ability to attract investment needed for economic growth and development
- affects personal income, health, safety, child and social development, cultural and civic activity

In Prince Edward Island an aggressive approach to improve adult literacy/education levels is essential to break the cycle of dependency and unemployment. *Tough Challenges: Great Rewards, a Strategy for Adult Literacy/Education* details such an approach. This strategy seeks to make adult literacy/education accessible and affordable to all adult learners in the province.

Tough Challenges: Great Awards includes the following action plan items:

- Implement the policy framework put forward in the strategy for adult literacy/education helping to ensure a continuation of learning opportunities for adults
- Formalize partnerships and develop a funding model designed to provide a continuum of adult literacy/education programs
- Establish a network of community learning centers providing literacy, adult basic education and personal development programming

- Establish standards for learning centers ensuring the learning is recognized and accepted by other learning centers, training institutions and employers in this province and throughout the country

Learning/Training Opportunities for Employed Workers

Consultations have clearly demonstrated that ongoing training of employed workers is vital for the competitive positioning of Prince Edward Island businesses. While employers are challenged to keep employees abreast with changing technologies, the low educational and skill levels of existing employees make this extremely difficult. When employees are at a level where they can take advantage of advanced training, the cost associated is often prohibitive. As well a number of firms in the small business sector require assistance with management skills and the training of their staff. It is rare that an entrepreneur possesses the complete skill set to successfully operate their business. A need exists to develop partnerships and initiatives to ensure that employers have the opportunity to invest in employees, ensuring a healthy and flourishing economic future for all Islanders. Industries within the province recognize a number of employees may be "under" employed in their respective positions. The challenge we face is to provide training for the "under" employed which in turn will create a vacancy at an entry level position.

To address some of these concerns, the Adult Learning and Literacy Division of the PEI Department of Education recently formed a partnership with the National Literacy Secretariat and the Atlantic Canada Opportunities Agency with the following plan of action:

- Promote and market the concept of workplace literacy to both small and large business, as well as government

- Train specialized workplace literacy practitioners in both methodology of workplace instruction and in carrying out organization needs assessments

- Develop and establish workplace education program sites across the province

- Establish the *Workplace Education PEI Committee* with representatives from business, labour and government

- Explore other potential partnership to assist employers provide job related skills

training to employed workers

The funding allocated in the Labour Market Development Agreement does not include the provision of learning opportunities for employed workers. Therefore, the challenge will be to develop alternative partnership arrangements specifically to address the needs of the employed worker.

Action Plan

- To study the training needs of business relating to employed workers with consideration to develop a workplace education partnership.

IMPLEMENTATION PLANS

AEROSPACE			
Objectives	**Actions**	**Partners**	**Time Line**
Support EI client participation in aerospace training programs	Provide $316,500 for Aviation Training Institute and purchase of local training	HRDC - Summerside Holland College EI Clients	April 1, 1997 - ongoing
	Negotiate the level of funding assistance towards the expansion of training programs of the Aviation Training Institute	HRDC Training Provider EPEI ACOA Canadian Innovation Fund (CIF)	September, 1997 - September, 1998
Encourage development of a training program for the immediate needs of the industry	Provide $10,000 towards a PEI aerospace industry labour market demand study	EPEI HRDC Slemon Park Holland College	June, 1997 - completed
	Negotiate the level of funding assistance towards an interim training program for the Aviation Training Institute	HRDC Training Provider EPEI ACOA Canadian Innovation Fund (CIF)	September, 1997 - September, 1998
Support EI clients with Targeted Wage Subsidy	Provide $250,000 to the expanding aerospace companies in new EI hires	HRDC - Summerside Aerospace Industry	April 1, 1997 - March 31, 1998
Expand partnerships between training providers and industry to fulfill industry's labour force requirements	Consultation with aerospace industry and negotiations with training providers to ensure that the industry's training requirements are being met or exceeded	HRDC - Summerside Holland College Aerospace Industry	September, 1997 - March, 1998
Review the EI screening and approval process to ensure that the best possible candidates are selected for training	HRDC - Summerside to complete a review, with consultation from various aerospace firms, concerning the client selection process for aerospace training	HRDC Aerospace Industry EI Clients	September, 1997 - December, 1997

AEROSPACE			
Objectives	**Actions**	**Partners**	**Time Line**
	Implementation of review findings	HRDC	January, 1998 - December, 1998

INFORMATION and COMMUNICATIONS TECHNOLOGY			
Objectives	**Actions**	**Partners**	**Time Line**
Liaison with training institutions and industry to ensure training strategy fulfills the I&CT sector's needs	Provide sufficient information for training institutions to develop programs that ensure the graduates are employment-ready	HRDC Enterprise PEI ITAP Holland College Private Trainers	March, 1998
Increase level of I&CT programs to meet current and short-term requirements of industry	Develop programs that meet the current needs of the industry. Develop strategy that ensure the long-term goals of the industry are met.	HRDC Enterprise PEI ACOA	March, 1998
Target EI clients for faster development of this sector	Provide EI clients with assistance to ensure more unemployed Islanders are trained and hired in areas of IT deemed to have shortages.	HRDC Enterprise PEI ACOA ITAP	Winter, 1997

TOURISM			
Objectives	**Actions**	**Partners**	**Time Line**
Upgrade the skills of seasonal employees during the off-season	Provide $187,000 to TIAPEI to a coordinating group to deliver 17 tourism courses across PEI. Courses to include: - Professional Housekeeping - Professional Food/Beverage - Server Professional Beverage - Server - Front Desk Attendant - Basic Tourism - Training-the-Trainer I - Introduction to Japanese - Short Order Cook - Low Fat Cooking - Tourism - Management I - Business/Craft Management - Train the Trainer II - Tourism Management II - Conversational French - Basic Computer - Tourism in the Year 2000 - Landscaping/Maintenance * Other courses as necessary	HRDC Economic Development & Tourism TIAPEI Tourism Establishments Holland College Private Trainers Atlantic Tourism & Hospitality Institute	September, 1997 - March, 1998
Expand the tourism season	Launch a research project to examine the possibility of expanding the tourism season.	HRDC Economic Development & Tourism TIAPEI	Fall, 1997
	Negotiate wage subsidies with employers operating in the shoulder seasons	HRDC Economic Development & Tourism TIAPEI Tourism Establishments	Fall, 1997 - Spring, 1998
Assist employer with incremental tourism jobs	Assist employers with targeted wage subsidies to hire EI clients as new employees	HRDC Economic Development & Tourism TIAPEI Tourism Establishments	August, 1997 - March 1998

SMALL BUSINESS			
Objectives	**Actions**	**Partners**	**Time Line**
To identify and match small business entrepreneurship opportunities to the EI client base	A pilot project to co-locate provincial business development officers and Human Resource personnel for the delivery of programs in support of small business	HRDC EPEI	October 1, 1997 1 year term
	Provide opportunity for EI clients to pursue craft training	HRDC EPEI Malpak Arts Council	October 1, 1997 - April, 1998
Expand processing season for fish plants	Provide assistance & skills training for underutilised fish species and winter processing	HRDC Private Sector EPEI	Fall, 1997
Support initiative which train individuals with core skills to create their own employment	Provide assistance and skills training where EI clients has identified their own business opportunity which needs to be developed, e.g. Holland College New Enterprise Store	Holland College EPEI Higher Education HRDC	Fall, 1997
Assist employer with incremental small business jobs through business expansions	Assist employers with targeted wage subsidies to hire EI clients as new employees	EPEI HRDC	Ongoing
Allow the Labour Market Development Partnership to be used as a prospecting tool in Enterprise PEI off-Island activities directed to the creation of jobs and the employment of EI clients on PEI	Identify standard incentives and training allowances for jobs created based on salary levels	Premier's Office HRDC	
Enhance the competitiveness of small business allowing them access to export markets	Support training opportunities for small business in the areas of marketing, computerization, and strategic planning for growth to allow business growth		

SMALL BUSINESS			
Objectives	**Actions**	**Partners**	**Time Line**
Upgrade skill set of currently employed people in technical industries to allow their employers to remain competitive	Conduct a needs assessment to study and analyse the training needs of business relating to employed workers	HRDC EPEI Industry	Winter, 1998

PRIMARY INDUSTRIES			
Objectives	**Actions**	**Partners**	**Time Line**
Upgrade the skills of seasonal employees during the off season	Provide $75,000 to the winter School of Agriculture to facilitate skills upgrading for EI eligible clients	HRDC Agricultural Human Resource Council Holland College Other trainers Farmers	September, 1997 - March, 1998
Explore the literacy and skill level of individuals in these industries	Research a skill assessment in partnership with Holland College and HRDC	HRDC Holland College Agriculture Human Resource Council	September, 1997 March, 1998
	Examine the literacy training needs	HRDC Dept. of Education Agriculture Human Resource Council Dept. of Fisheries	September, 1997 - March, 1998
Assist employers with incremental primary industry jobs during the regular season and with new opportunities in an extended season	Assist employers with Targeted Wage Subsidies to hire EI clients as new employees	HRDC Farmers Fishermen Processing Plants	September, 1997 - March, 1998

CONCLUSION

Again, it is recognized that the first year of the "Made in PEI" Agreement is a transition year and strategically contributing to the priorities of this plan will be one of the challenges. It is through the implementation of this first joint business plan that the partners recognize the strengths and weaknesses within and adjust the next plan accordingly.

The partners look forward to an extensive consultation process in the Fall of 1997 for a more comprehensive business plan for 1998-99.

Table 1

EI Eligible Clients by Occupation Major Group PEI - 1996

NOC	OCCUPATION MAJOR GROUP	Active EI Clients	Nonactive EI Clients	Total EI Clients
0	Senior Management Occupations	11	20	31
1	Middle & Other management Occupations	416	405	821
11	Professional Occupations in Business & Finance	53	53	106
12	Skilled Administrative & Business Occupations	807	722	1529
14	Clerical Occupations	1257	1137	2394
21	Professional Occupations in Natural & Applied Sciences	127	155	282
22	Technical Occupations Related to Natural & Applied Sciences-	416	330	746
31	Professional Occupations in Health	115	227	342
32	Technical & Skilled Occupations in Health	145	222	367
34	Assisting Occupations in Support of Health Services	168	164	332
41	Professional Occupations in Social Science, Education, Gov't Service & Religion	614	471	1085
42	Paraprofessional Occupations in Law, Social Science, Education & Religion	196	155	351
51	Professional Occupations in Art and Culture	51	72	123
52	Technical & Skilled Occupations in Art, Culture, Recreation & Sport	157	123	280
62	Skilled Sales & Service Occupations	669	458	1127
64	Intermediate Sales & Service Occupations	1600	1177	2777
66	Elemental Sales & Service Occupations	1586	995	2581
72	Trades & Skilled Transport & Equipment Operators	1938	1475	3413
74	Intermediate Occupations in Transport, Equipment Operation, Installation &Maintenance	1977	920	2897
76	Trades helpers, Construction Labourers & Related Occupations	2374	914	3288
82	Skilled Occupations in Primary Industry	144	103	247
84	Intermediate Occupations in Primary Industry	2264	951	3215
86	Labourers in Primary Industry	871	256	1127
92	Processing, Manufacturing & Utilities Supervisors & Skilled Operators	59	35	94
94	Processing & Manufacturing Machine Operators & Assemblers	1352	517	1869
96	Labourers in Processing, Manufacturing, & Utilities	1314	607	1921
	Total	20681	12664	33345

* NOC = National Occupational Classification

Source: Analysis of Selected Client Groups in Prince Edward Island - Partnerships & Strategic Planning, June 1996

Active Client - an insured participant for whom an Employment Insurance benefit period is established.

Nonactive Client - a client whose benefit period has ended within the previous 36 months or who has received maternity or parental leave benefits in a period that began no more than 60 months prior to requesting assistance.

Table 2

EI Eligible Clients by Skill Type and Skill Level
PEI - 1996

	Business Finance & Admin.	Natural & Applied Science	Health	Social Science, Education & Government	Art, Culture, Recreation & Sport	Sales & Service	Trades, Transport & Equip. Operators	Primary Industry	Processing Manf. & Utilities	TOTAL
Skill Level A	106	282	342	1085	123					1938
Skill Level B	1529	746	367	351	280	1127	3413	247	94	8154
Skill Level C	2394		332			2777	2897	3215	1869	13484
Skill Level D						2581	3288	1127	1921	8917
TOTAL	4029	1028	1041	1436	403	6485	9598	4589	2884	32493

Source: Analysis of Selected Client Groups in Prince Edward Island - Partnerships & Strategic Planning, June 1996

Note: *excludes* 852 EI Eligible Clients who have an attachment to management occupations

Skill Level A - University degree

Skill Level B - 2-3 years of post-secondary education at community college, institute of technology or CEGEP or;

- 2-4 years of apprenticeship training; or

- 3-4 years of secondary school and more than 2 years of on-the-job training, training courses or specific work experience.

Skill Level C - 1-4 years of secondary school education

- up to 2 years of on-the-job training, training courses or specific work experience.

Skill Level D - up to 2 years of secondary school and short work demonstration or on-the-job training.

BENEFITS AND SUPPORT MEASURES

TARGETED WAGE SUBSIDY

... encourages employers to hire individuals who they would not normally hire in the absence of a subsidy. Subsidies to a participant's wages help defray the costs associated with an individual's orientation to the work site and job.

TARGETED EARNINGS SUPPLEMENT

... assists a client make the transition from one employer to another by subsidizing the client's earnings as a result of taking a lower paying position (still under development).

SELF - EMPLOYMENT

... assists individuals in creating jobs for themselves by offering income support, advice concerning accessing capital, coaching and technical assistance while they launch their own business.

JOB CREATION PARTNERSHIPS

... provides individuals with opportunities to gain work experience which leads to on-going employment. JCP is a flexible benefit designed to respond to the needs of both eligible individuals and local communities. It involves broad community participation, planning and agreement in the creation of a sustainable employment strategy.

SKILLS, LOANS AND GRANTS

... assists individuals access required training by providing a negotiated level of financial support to further a client's return to work action plan (still under development).

PURCHASE OF TRAINING (Sunset Clause, June 30, 1999)

... provides opportunities for unemployed Canadians to receive training and necessary financial supports.

EMPLOYMENT ASSISTANCE SERVICES

... assists organizations in the provision of employment services to unemployed persons.

LOCAL LABOUR MARKET PARTNERSHIPS

... encourages and supports employers, employee and/or employer associations and communities to improve their capacity for dealing with local human resource requirements and implementing labour force adjustments for the unemployed or those facing the loss of employment.

RESEARCH AND INNOVATION

...allows for projects at the national level that focus on applied research and

incorporates sound experimental design, tests better ways to help individuals prepare for, return to or keep employment, reflects federal-provincial collaboration and has the potential for large-scale application.

ANNEX 3

SECTOR CONSULTATIONS

- A session was held on Wednesday, June 25, 1997.

- 12 sector representatives were invited, BHRC - 8, plus 4 additional

- Attendees:
  Dale Mader - Automotive
  Nelson Snow - Construction
  Phillip Watts - Aerospace
  Anne Little - Food/beverage Processing
  Ron Mullins - Seafood Processing
  Kathy Livingstone - Tourism
  Dan Hughes - Manufacturing
  Sandra MacKay - Agriculture
  Ed Lawlor - Information Technology

- Key messages/themes:

(a) Training for employed workers is required to keep sectors competitive and to help people maintain their job.

(b) New technology is a real issue

(c) Sectors are attempting to "professionalize" their work force through apprenticeship, Gold Seal, certification programs. e.g. Construction, tourism, and agriculture

(d) Many sectors are seasonal and suggested there were opportunities to train in the "off season."

(e) Processing sector expressed concern about the loss of the Food Processing course at Holland College.

(f) Some sector growth will only be limited by the number of qualified people available in the workforce. e.g. Aerospace and IT

(g) One sector, Tourism, expressed concern about possible labour shortages this season and into the future.

(h) Finally, displacement is a concern; it was felt that training unemployed for new opportunities may adversely affect existing, less-skilled workforce.

NEXT STEPS:

- Consolidate information into a business plan.

þ Follow-up with a larger, more broader-based consultation in the Fall.

ANNEX 4

INFORMATION AND COMMUNICATION TECHNOLOGY

The government, working in partnership with the private sector, continues to build its strategy and capacity for the Information and Communication Technology sector. Some of the initiatives undertaken to date include:

A Vibrant and Growing Private Sector
The formation of the Information Technologies Association of PEI (ITAP) represents a significant step in the growth of the sector in the province. ITAP is an organization that will provide government timely advise on issues affecting the industry and for its members.

A World-Class Telecommunications Environment
The government has an effective working partnership with Island Tel which is yielding job and wealth creation opportunities across the province which is 100 percent digital and has two fibre cables to the mainland. Ample switching capacity for growth exists in Charlottetown and Summerside mean there is room for further growth.

The Broadband Communications Network
In partnership with Island Tel Advanced Solutions, Newbridge Networks and Sun Microsystems, the government recently announced the broadband network which places PEI at the national forefront of high-speed communications infrastructure. The government, and its partners are working to a vision which sees all communities and key public infrastructure being part of this system.

Specialized Technical Support Customer Service Call Centres
PEI has stayed away from developing the reputation of seeking any call centers to locate in the province. Instead, the concentration has been on attracting and working with call centres that emphasize the higher end technical support functions (examples are Watts and On-Line Support).

Holland College
PEI's community college has a strong and growing reputation in its ability to develop and implement the appropriate training programs for its corporate clients. the College has recently stepped up its efforts in the information and communication technology sector to ensure that the absolutely critical human resource development activities in PEI are second to none.

The Virtual School Project
Capitalizing on the broadband network infrastructure, this project will bring the best information technology in the country to our children's classrooms - more computers,

better Internet access and new educational software will ensure the PEI education system is giving our students the most information and communication technology rich educational experience in Canada.

The Information Technology in Education Centre
This joint venture of Holland College and UPEI will take advantage of the broadband network infrastructure and relate to the Virtual School Project to develop the education and training resources to the benefit of our teachers and our students.

Access PEI and Community Access Program
To ensure all citizens and communities have the opportunity to increase their exposure to information and communication technology and use it to more quickly access government, these two initiatives are being rolled out across the province.

Knowledge Economy Partnership
This initiative with the federal government is designed to use information technology as a means to improve service delivery using information technology and to work more closely with the federal government in the development of joint solutions to technical issues.

Business Support Programming
Through Enterprise PEI, the government is committed to ensuring that its financial assistance support to the information and communication technology sector is appropriate and that its taxation and procurement policies offer the greatest possible opportunity for information and communication technology companies to succeed.